



MAPP: Mobilization for Action through Partnership and Planning

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Purpose of MAPP

**To improve health and the quality of life on
the Eastern Shore of Virginia**

- **Community-wide strategic planning**
- **Identifying and using resources wisely**
- **Taking into account unique circumstances and needs**
- **Forming effective partnerships for strategic action**

MAPP Development

- MAPP tool developed by the National Association of County and City Health Officials (NACCHO) in cooperation with the Public Health Practice Program Office of the CDC between 1997-2000.
- Can take up to 2 years or longer to complete

MAPP builds on Previous Experiences and Lessons Learned

- ASSESSMENT PROTOCOL for EXCELLENCE IN PUBLIC HEALTH (APEXPH)
- Paradigm shift from strategic planning of the local public health department to promoting community involvement using the entire public health system
- Operational planning now becomes strategic planning using 4 assessments to strategically match needs, resources, ideas, and actions

Public Health

- What we as a society do collectively to assure the conditions in which people can be healthy (Institute of Medicine 2001)
- Broad concept that encompasses a variety of health and safety services, and addresses conditions
- Protecting public health requires the expertise of a variety of individuals and organizations in the community.

Health

- Health is a dynamic state of complete physical, mental, spiritual and social well-being.
- Not merely the absence of disease or infirmity.
- (World Health Organization, 1998)

MAPP IS:

- **A community-wide strategic planning process** for improving public health.
- **A method to help communities prioritize** public health issues, identify resources for addressing them, and take action.



MAPP Provides:

- a framework,
 - guidance,
 - structure, and
 - best practices...
-
- for developing healthy communities.



A
Healthier
Community

MAPP - YOUR COMMUNITY ROADMAP TO HEALTH!

Action Cycle

Evaluate Implement Plan

Formulate
Goals and
Strategies

Identify
Strategic
Issues

Community Themes
& Strengths Assessment

Forces of Change
Assessment

4 Mapp Assessments

Community Health
Status Assessment

Local Public Health
System Assessment

Our Vision

Organize for Success / Partnership Development



Overview of MAPP



Local Public Health System Assessment

- Capacity of the local public health system and its ability to provide the 10 Essential Public Health Services that define Public Health Activities
- Link to: the National Public Health Performance Standards Program (NPHPSP) being developed by the CDC, NACCHO and other national Public Health organizations.

PARADIGM SHIFT

- MAPP is a journey, not a destination.
- MAPP is a shift in how we think about public health activities and planning with our communities.
- MAPP is a complete, long-term, system-wide PARADIGM SHIFT

The 10 Essential Public Health Services

1. Monitor health status to identify community health problems
2. Diagnose and investigate health problems and health hazards in the community
3. Inform, educate, and empower people about health issues
4. Mobilize community partnerships to identify and solve health problems
5. Develop policies and plans that support individual and community health efforts

The Ten Essential Public Health Services

6. Enforce laws and regulations that protect health and ensure safety
7. Link people to needed personal health services and ensure the provision of health care when otherwise unavailable
8. Assure a competent public health and personal care workforce
9. Evaluate effectiveness, accessibility, and quality of personal and population-based health services
10. Research for new insights and innovative solutions to health problems

The MAPP Paradigm Shift

FROM	TO
Operational planning	Strategic Planning
Focus on the agency	Focus on community & entire public health system
Needs assessment	Emphasis on assets and resources
Medically oriented model	Broad definition of health
Agency knows all	Everyone knows something

3 Keys to MAPP

- Strategic Planning
- Community Driven Process
- Focus on the Local Public Health System



Strategic Planning

- Planning a desired future and identifying ways to bring it about before acting.
- Is a continuous loop (not a linear road map) of strategic formulation, implementation, and evaluation.

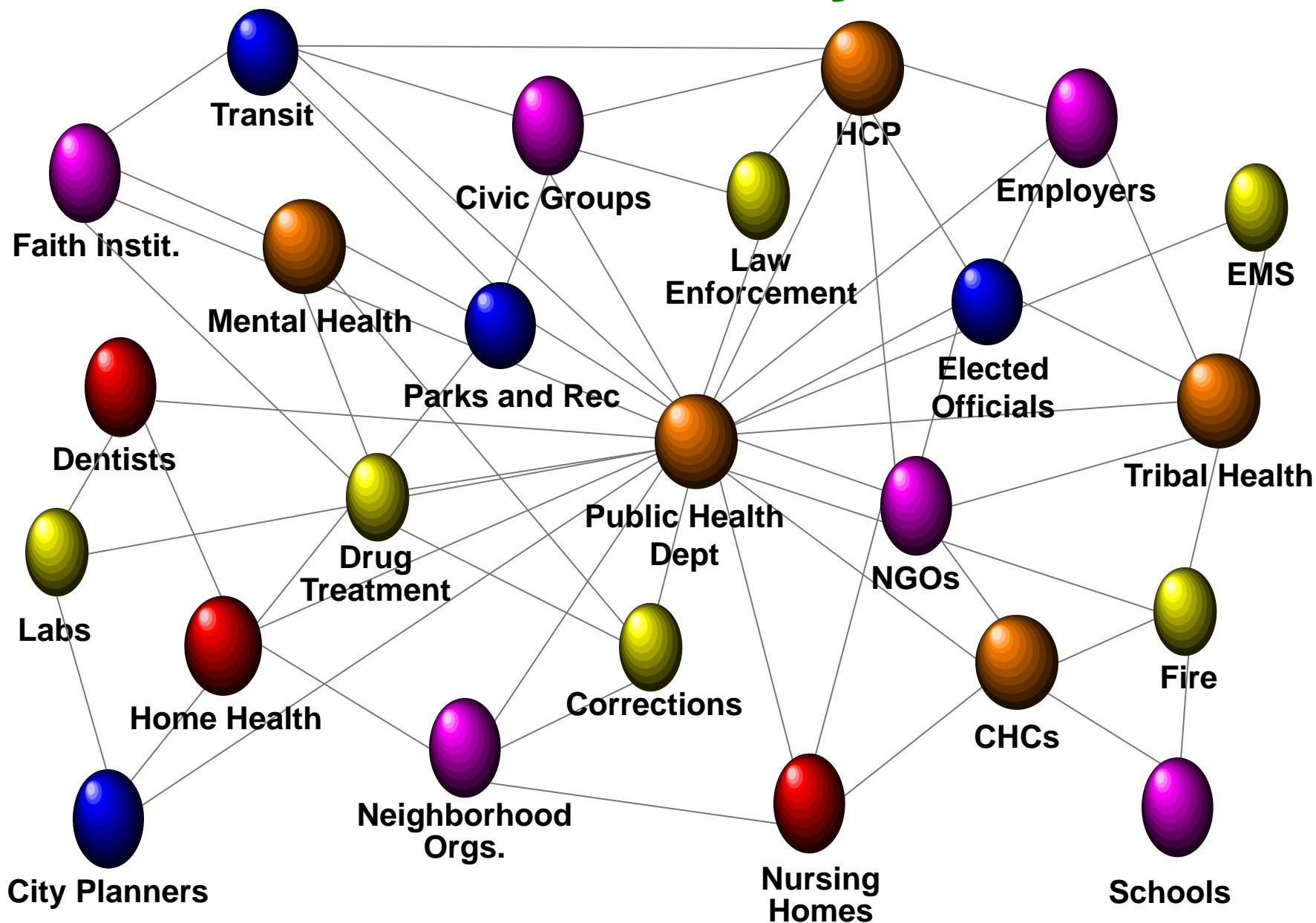


Community Driven Process

- MAPP is not driven by health department needs, but by the needs of the whole community



Public Health System



Local Public Health System

- Those entities that contribute to the public's health;
- A network that at present is mostly unaligned and whose connections between entities are implicit.
- The MAPP process works to make the implicit coordination between these services explicit, and to fill in the gaps where they may occur.

Benefits of MAPP

- **Increases visibility of public health.**
- **Creates advocates** for public health.
- **Creates a healthy community** and better quality of life.
- Anticipates and **manages change.**
- Creates a **stronger public health infrastructure.**
- Builds **stronger** partnerships.
- **Builds public health leadership**

Eastern Shore Child Health Coalition

- ESCHC works hand-in-hand with MAPP
- Efforts to improve nutrition, physical activity, and reduce tobacco use contribute

Next Steps

- Input from today will inform a strategic plan.
- You will be invited to another meeting to review and provide input on a draft plan.
- We will review results with you annually.